



Master's Thesis Review: Supervisor's Evaluation Form

Student's name: Weronika Machała

Thesis title: The portrayal of womanhood and femininity on social media. A qualitative case study of selected content on TikTok.

Name of the supervisor: Lenka Vochocová

What are the strengths and weaknesses of the thesis? Please give your reasons for the suggested grade in detail below.

1. *Does the author show an understanding of one or more theories, and use theory to generate a hypothesis or to make the problem area more understandable?*

Comments:

Yes, the student introduces feminist theories of three key feminist authors, Judith Butler, Simone de Beauvoir, and Donna Haraway, and ambitiously combines them as a starting point of her critical inquiry into representations of femininity and womanhood in TikTok content. In the theoretical part, she does not omit the explanation of key feminist and related concepts, such as the social construction of reality, representation of reality, identity and gender issues, and, most importantly, power dynamics. She explains theories of gender performativity and offers an insight into principles of cyberfeminism.

2. *Is the research question articulated clearly and properly? Is the research question sufficiently answered in the conclusion?*

Comments:

Yes, the research questions are articulated clearly both in the introduction and in the methodological part of the diploma thesis. The author could have returned, however, to her research questions more explicitly in the Discussion or Conclusions part of the thesis to support her argument more clearly and to stress the contribution of the thesis.

3. *Is the thesis based on relevant research and literature and does it accurately summarize and integrate the information?*

Comments:

Yes, the thesis presents a clear and thorough overview of both traditional and digital media representations of femininity/women, and a comprehensive comparison of women's representations in the pre-digital and digital era. However, a clearer structure would make the thesis more coherent and easy to grasp. The text is rather talkative, with too many sentences needed to only slightly develop the argument or narrative in many parts of the theoretical introduction. The author often mixes various, completely detached concepts in one almost never-ending flow of text, without helping the readers follow the main and most important argument. My impression that it was really hard to figure out what the student was writing about and what her main argument was, which I communicated with the student during our



consultations, thus remains an important part of my critical remarks regarding the submitted diploma thesis.

4. *What is the quality of the data or the other sources? Are the methods (sampling, data collection and data analysis) appropriate?*

Comments:

The sample selection procedure is explained in sufficient detail in the thesis, so is the method of the analysis. However, research results are presented in a rather general narrative, with only a few screenshots added as an illustration, which does not seem sufficient for the reader to be able to follow the exact analytical steps that the author applied to come to her conclusions. Citations from the data are missing which both disables me to evaluate the quality of the analytical process and weakens the depth of the analytical argument and conclusions as well as an overall understanding of the richness of the data.

5. *Are the findings relevant to the research question? Are the conclusions of the thesis based on strong arguments?*

Comments:

Yes, the findings are clearly related to the research questions. Although the main part of the thesis presenting the findings is rather descriptive, too general and not very well structured, I appreciate the Discussion and Conclusions parts as they are more analytical and promising in terms of opening a debate about some interesting findings in the data. Although a more in-depth and structured analysis and interpretation of the research findings would strengthen the author's contribution, the text offers a clear and sufficient insight into representations of femininity and womanhood in TikTok content.

6. *Evaluate the progress of the thesis and the innovative and original contribution of the author (e.g., in terms of topic, approach, and/or findings). Was the work regularly consulted?*

Comments:

The student worked rather independently but allowed me to comment on a substantial part of the text. I consider the topic very original and appreciate that the student selected it on her own, including the strong theoretical framing of the research. The findings have a potential to contribute to our knowledge of current mediated representations of femininity and womanhood, mainly in some less explored digital platforms. The student successfully connects her findings with feminist theories and is able to approach the data critically. Thus, reading her work was an inspiration even for an informed reader. The overall impression that the argument could have been communicated more strongly and in a clearer manner is probably related rather to the formal aspects of the thesis than to its content as such.

7. *Are there any other strengths and weaknesses of the thesis, which are not included in the previous questions? Please list them if any.*

Comments:

I believe that the comprehensibility of the diploma thesis is weakened by its formal, linguistic aspects. The text contains many incomplete sentences (lacking either the subject or the predicate, sometimes both). I left Weronika with a comment in this regard previously, but she



seems to have ignored it completely: “I am afraid you can’t construct a text like this, with incomplete sentences that would otherwise be part of a long sentence.” or “Sentences like this are incomplete and thus don’t make sense.” It is unfortunate that the author kept her writing “style” despite my suggestions as the reader finds herself distracted and frustrated by these unnecessary shortcomings.

8. *What topic do you suggest for the discussion in the thesis defence?*

Comments:

Could you, please, address the influence of digital technologies and, more specifically, the social network sites on representations of femininity? You interestingly mention both the potential of SNS for women’s empowerment and their strengthening of stereotypical and even extreme treatment and representations of women. Such conclusions would be, however, perfectly possible even in the case of more traditional media. What specifically do you find new in the case of, let’s say, TikTok? I believe that you are suggesting it a bit in your conclusions, however, I would appreciate if you could summarise it during your defence.

9. *Declaration that the supervisor has read the result of the originality check in the system: [X] Theses [] Turnitin [] Original (Urkund)*

Supervisor's comment on the originality check result:

The Theses.cz system declares only 1% similarity with other texts.

Overall assessment of the thesis:

(Please, state clearly whether the thesis is or is not recommended for defence and write the main reasons for the recommendation).

The thesis represents an overall responsibly conducted research project with a strong theoretical anchoring and some interesting empirical findings. I recommend it for defence and, given some minor shortcomings stated above, propose to evaluate it with grade B.

Proposed grade: B

*(A- excellent, B: very good, C: very good, D: satisfactory, E: sufficient, F: fail)**

Date: January 31, 2025

Signature:



* **A (Excellent.** The student has shown excellent performance, originality and displayed an exceptional grasp of the subject.), **B (Very Good.** The student understands the subject well and has shown some originality of thought. Above the average performance, but with some errors.), **C (Good.** Generally sound work with a number of notable errors.), **D (Satisfactory.** The student has shown some understanding of the subject matter, but has not succeeded in translating this understanding into consistently original work. Overall good performance with a number of significant errors.), **E (Sufficient.** Acceptable performance with significant drawbacks. Performance meets the minimum requirements.), **F (Fail.** The student has not succeeded in mastering the subject matter of the course.)